

South Branch Farm Hightown

"South Branch Farm is a fully self-service single family residence/lodging that can accommodate up to 8 people with 4 bedrooms, antique and contemporary furnishings, 1½ baths, full kitchen and laundry. With a "back yard" stretching nearly a half-mile and circled by a private nature trail with panoramic views of the Blue Grass Valley, this fully modernized nineteenth century farm house is a slice of heaven for birders, astronomers, and anyone else seeking a natural retreat.

South Branch Farm is located on 45 acres of private land with woods, meadows, pastures and areas of thicket - all of which provide a wide range of animal and bird habitat. No hunting is allowed. In addition, the maple trees on the Farm are tapped each year supporting local eco-friendly sustainable industry."

Green Statement: "We at South Branch Farm are committed to sustainable, eco-friendly tourism. Each of us must do our small part to turn the tide and both practice sustainable living and educate others."

CORE ACTIVITIES for Green Lodging



Optional Linen Service. Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Have signage in each guest room explaining the linen reuse procedures
- Change linens only upon request
- Train housekeeping staff on process for optional linen service
- Use non-phosphate, non-toxic and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals
- Line dry linens whenever possible



Recycling and Waste Reduction. Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Provide the opportunity for guests to recycle: glass bottles, plastic bottles, aluminum cans, steel cans, newspaper
- Have recycling bins located: are located next to the regular trash container in the kitchen
- Also recycle cardboard

Guest rooms

- Use bulk soap dispensers instead of individual soaps/shampoos in guest rooms
- Use refillable shampoo bottles rather than single-use bottles
- Instruct housekeeping staff to save and reuse unopened items

Dining room (or meetings/events)

- Provide condiments, cream and sugar, etc. in bulk

Restrooms

- Use bulk soap dispensers in public restrooms

Office

- Reuse scrap paper for notes

Building and grounds

- Use green cleaning products that are dispensed in bulk
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)



Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

Activities indoors

- Perform preventative maintenance to stop drips and leaks
- Have installed low flow toilets (use 1.6 gallons per flush or less)

Activities outdoors

- Have an effective landscape management plan that utilizes native species
- Maintain vegetative buffers around streams and ponds



Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills

Heating and cooling

- Have individual thermostats for each room/area; ensure they are correctly adjusted
- Have installed ceiling fans
- Have installed ENERGY STAR-rated windows and doors
- Regularly perform preventative maintenance on HVAC system

Lighting

- Use natural lighting
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed compact fluorescent light bulbs in all rooms and in canned lighting

For more information on South Branch Farm, see www.southbranchfarm.com or contact Patti Reum at info@southbranchfarm.com or (540) 474-3245.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Hotels and Lodging Facilities** have been thoughtfully planned and designed to minimize their impacts on the

environment. This lodging has met the established “core activities” for **Green Lodging** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

